

SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR MANAGING USER IDENTITIES

ABSTRACT OF THE DISCLOSURE

5 A system for managing a plurality of identities of a user includes a network entity
capable of operating a user naming system (UNS). The UNS is capable of receiving,
from an application, a request for an identity of a user. The UNS is also capable of
automatically selecting a predefined identity based upon the application and at least one
user preference independent of user input to the application. The UNS can then provide
the selected identity to the application. More particularly, the UNS can receive a request
10 for the identity of a user from a trusted application. Then, the UNS can select an identity
further based upon a status of the user. The UNS can alternatively receive a request for
the identity of a user from a non-trusted application. Then, the UNS can select or
generate a pseudonym, which the UNS can provide to the application.

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